

spending a few minutes answering his questions about how I felt things were going, we hit the phone lines.

The callers were different in every city, but the questions and the emotions behind those questions were always the same. ***"You are the biggest joke to ever run for political office in history!"*** some callers remarked. Others would say, ***"God bless you, sir, for finally putting the truth of abortion on television! I wish I lived in Indiana so I could vote for you."*** Like callers to our home telephone, numerous radio callers said they wouldn't vote for me if I was running for dog catcher. ***"Come on folks, let's be original,"*** I would think to myself.

After defending my right to put the truth on television and explaining to the radio audience why the *Reasonable Access Law* was a good law that protected our democratic process in America, the phone calls all began turning to religion and my right to talk about religion.

***"What gives you the right, Mr. Bailey, to impose your beliefs on the rest of us?"*** I would hear every show. At this point I was able to share that it didn't matter what I believed or, quite frankly, what the audience believed. ***What matters in life is that we submit to Jesus Christ and to the truth laid out in the Bible.*** In my mind I could see our spiritual enemies tearing their hair out, while my Christian brethren were dancing in their living rooms for joy or nearly driving their cars off the highway in celebration of the truth being told.

For the rest of the show, listeners would hear verse after verse on absolute morality. Often, I would also share Christian quotes from the founding fathers in hopes of pricking the conscience of the audience.

In addition to the philosophical and spiritual friction that dominated each show, at least one woman would call who had personally had an abortion. Some of these women were repentant, others were resentful. In all cases I would share the gospel and the fact that ***there has been no sin committed, no sin so big, that the blood of Jesus Christ cannot totally wash it away.***

Not all show hosts were as professional as Joe. You have to get used to the blatant rudeness of many of America's shock jocks. These guys (and gals) have no respect for any subject, especially religion. Though I was never in the studio personally with any of these hosts, I could sense their overall disregard for anything holy or righteous.

I admit that I often questioned the value of helping their ratings, but then I would remember that Jesus Christ also died for them and their equally rude listeners. I had not yet given myself to the shedding of blood. ***The least I could do would be to warn them of their impending destruction.***

## Talk Radio Evangelism

The most rewarding of all the shock jock-type shows was Thursday, October 1, 1992. I had a Bailey Rally scheduled that evening in Corydon, Indiana. After the rally, I did the show live from the rally for the listening benefit of a number of our supporters. The station, WKFI, was based out of Los Angeles and the host was **Ms. Leftist Liberal Pro-abortion America**. I could tell from the *git-go* I was going to be challenged all night. We prayed as a group at the rally, and away we went into hostile enemy territory.

The format of this show was unusual in that the host could bring on as many as four callers at the same time. As you might expect, the purpose of bringing on so many at the same time was for the sake of stimulating argument. And argue we did.

Now, Los Angeles is not exactly Christian Jerusalem, it is more like Sodom and Gomorrah. All night long I had to stand alone in defense of the unborn and basic Judeo-Christian values. There were very few supportive callers. I could feel the hate coming over the phone lines.

Towards the end of the night a caller expressed his hate and anger towards conservative Christians by saying, "***You Christians. You're just trying to shove your religion down all our throats. Get off our backs!***" I said something to the effect that the gospel of Jesus Christ is true whether one believes it or not. We are simply trying to communicate God's love and truth in order to spare people from suffering further because of sin.

My comment didn't go down too well with this caller or the other two callers on the phone at that moment. The argument heated up and a young man exploded, "***I hate your God...I hate your Jesus!***" I prayed for God's wisdom and said with love, "***Sir, whether or not you believe will not change this one fact. Some day every knee will bow and every tongue will confess that Jesus Christ is Lord.***" The anger intensified greatly and he responded again, "***I hate your God; I hate your Jesus!***"

With deliberate clarity and the boldness that can only come from the Holy Spirit, I replied, "***Sir, on that day of judgment, you will remember this conversation.***"

All night long there had been no silence, but at that brief moment, God silenced them all. He, not I, was speaking to these thousands of California listeners. I was simply the ambassador of His truth.

The night did not end with that encounter. More callers and more argument continued. I could hear the *fall of American society* over the telephone. It was heart-wrenching to hear so much hurt and so much pain masked over by selfish greed and selfish ambition.

On the air I commented, *"You know, California reminds me of Sodom and Gomorrah. There is going to be a huge earthquake, and you guys will all fall into the ocean! Are there any Christians in California? If there are, please call 1 (800) 242-VOTE. 1 (800) 242-VOTE."* Soon the long night ended, and Lori and I packed up to go home.

Upon returning home from Corydon (some thirty minutes later), we were startled to find both Nate and Mark, the two God-fearing young men that the Lord sent to live with us during the last two months of the campaign, on the phones answering all four phone lines. Hundreds of Christians from California called because I gave out the phone number on the WKFI radio show.

*"Yes, there are Christians out here!"* these people said. *"We have been dancing around the house all night listening to this incredible radio show!"* exclaimed another. One couple said they considered moving to southern Indiana just so they could vote for me.

Before the night was over, and it wasn't over for a few more hours, we had been encouraged beyond belief to continue to speak the truth. God was doing a work. We all knew it. The Lord was opening our eyes to the *mission field of talk radio!*

By running for office and by being faithful to the truth, God was opening a door not usually open to the topic of Christianity or to the truth of the gospel. **Who would have thought that a politician could have such great opportunity to be an evangelist?**

Before the year was over, countless more hours were spent sharing our pro-life and Christian message on radio. Perhaps I would meet people in heaven some day who had believed in Jesus Christ on account of one of these shows. Maybe people were alive because they were spared being aborted. It was my prayer that both missions had been accomplished.

It is my hope that Christians will see and understand that we must not run for political office for our own benefit, but for the benefit of others...hopefully, for the **eternal** benefit of others. **Our challenge is to do the work of an evangelist in politics, at home, on the job, on talk radio, or wherever God has us and at whatever the cost!**

## chapter twenty

### TO THE RIGHT OF BUCHANAN

Within a few days after the May 5 primary victory, our entire family was invited to Cincinnati by friends and supporters of Pat Buchanan. A Buchanan for President rally had been planned for May 11, and they wanted me to attend.

Having been a strong supporter of Mr. Buchanan, I was more than delighted to bring my family to this event. More than one television and newspaper reporter had commented on the bright Buchanan for President sign that I kept prominently displayed in our campaign nerve center, actually our family living room.

Though I hadn't taken the week's vacation I was dreaming about after our hectic primary, the trip to Cincinnati with Lori and the kids seemed like a vacation. This night, I didn't have to do any speaking. I could simply listen and enjoy. Knowing what a great speaker Pat was, I was very much looking forward to the entire night.

Upon arrival at *The Farm*, a beautiful restaurant and meeting hall in Cincinnati, Lori and I were overwhelmed by the number of supporters who came up to congratulate us on our recent primary victory. Most of them were grateful to God for the encouragement our victory had given to pro-lifers and Christians around the country. Without a doubt, these Buchanan supporters were also Bailey supporters.

Prior to the formal festivities, I had the privilege of meeting Presidential candidate, Pat Buchanan and his sister, Bay. To be honest, the meeting with Pat consisted of a handshake and brief acknowledgment that he knew I was the controversial pro-life candidate running in southern Indiana. Pat congratulated me on our victory and said he admired me for what we were doing.

Later on, I spoke briefly with Pat's sister, Bay. She assured me of Pat's excitement over our use of the law and our graphic pro-life television commercials. I wished them well and returned to the crowd to enjoy the rest of the evening.

Once back in the audience, I met a nice young couple who insisted upon having their picture taken with me. Both **Ken and Becky Callis** were *true blue* Bailey supporters. I was more than happy to oblige them and smile at the camera. Ken asked me what he could do to help so I took his phone number. Always be ready to take down the name and phone number of people who want to help.

## To The Right Of Buchanan

The rest of the evening was pure enjoyment. Pat's speech that night was clean, unadulterated conservative Republican bliss. His emphasis on the culture war and the consequences of the moral decline in America was perfect. I felt proud to be a part of this exciting event and returned home with more respect for Mr. Buchanan than I had prior to that evening.

Though controversial in the Republican Party, Pat was doing the right thing by beating up on George Bush and forcing the party to recognize the need for clear Judeo-Christian values and leadership. Lori and I went home refreshed and ready for our week of vacation.

Within a few days, I received a letter from Ken Callis. Included was a contribution to our campaign. I was always grateful to God for encouraging letters. You can never get enough of them. With people calling to cuss you out all day and negative articles being written about you weekly, it is always refreshing to get a nice letter. Here is part of Ken's letter:

*"Dear Mike,*

*It is a pleasure to hear someone running for public office who announces exactly what he stands for before taking the public's temperature. It is obvious to me that you know the difference between right and wrong and you are not afraid to show everyone the difference between the two. This is exactly how it was always meant to be. Too often, politicians in general, say whatever it takes to get elected...I have never contributed to anyone's political campaign, but with you I feel I must help if nothing else, to help you to pay for your wonderful commercials..."*

***Ken Callis 5-12-92***

A few days later we received another letter from the Callis family. This time from Ken's wife Becky.

*"Congratulations! on winning the primary. I want to commend you on having the nerve and finding a way to let the public know the true effects of an abortion. A dead baby! When I first heard that you were running commercials showing aborted babies, I was so excited that someone found a way to expose the lie and when I heard how many people tried to stop the commercials from airing but couldn't legally, I had to laugh. I thought - finally the liberals can't contain the truth, they have to let you show it..."*

***Becky Callis 5-13-92***

## To The Right Of Buchanan

I was so moved by the letters from the Callis family that I called and asked Ken if he would become my campaign chairman for Cincinnati. Now that's a job. A campaign chairman in a place where people cannot even vote for the candidate! Ken's job, as I described it, would be to organize fund raising rallies so that people from Cincinnati who wanted to could hear me speak and contribute to our campaign.

Of course, Ken was taken aback by this unusual request. He said he had never done anything political or pro-life. He was willing but had no experience. I said, *"I don't have any experience at this sort of thing either...you'll fit right in!"* Ken accepted, and, over the course of the campaign, we became the best of friends.

Ken was not the only campaign manager in a city where the people could not vote for us. By God's grace, we were able to find *able* managers in Indianapolis, Indiana, Louisville, Kentucky, and in remote places all around the country. With God's blessing upon Ken and Becky's labors, Cincinnati proved to be a fruitful place for the Bailey for Life for Congress campaign, both financially and otherwise.

Our first Cincinnati rally was scheduled for August 10. Ken had plenty of media interviews and other meetings scheduled all day so we really didn't have time to worry too much about the rally that night. **I told Ken if fifty people showed up I would be happy. I meant it.**

To my surprise and to Ken and Becky's joy, about 200 supporters showed up. When it came time for me to speak, I told the crowd, *"I know many of you are saying I wish I could vote for you...I wish we had a Christian pro-life candidate running for high office in Ohio."* As people began applauding this statement, I said, *"Don't worry...I know you can't vote, but you can give money!"* At that moment, the crowd opened up their hearts and later on opened up their pocketbooks. These people who could not vote for me had contributed over \$6,000 to our campaign!!! **God was so gracious!**

Ken was so excited over the success of this first rally that he was anxious to do another one soon. He contacted Pat Buchanan's staff and expressed a desire for him to come to Cincinnati and do a fund-raiser on my behalf. Much to his surprise and mine, they were extremely interested. On August 24, Ken sent the new fall commercials we had produced and our new flier. Within a few days, a Buchanan staffer had contacted Ken and committed to a rally date of September 10, 1992.

To be honest, I was confident that Mr. Buchanan knew who I was, but his agreeing to put on a fund raiser for our controversial campaign seemed too good to be true. ***There were not many Republicans running to have their picture taken with me at the time.*** I decided to call their office directly just to make sure everyone clearly understood who I was and what we were doing.

## To The Right Of Buchanan

My call got through and I was able to have a good discussion with Ken's main contact in Buchanan's office, Chris Trembley. I asked honestly, "*Do you people really know who I am, Mr. Trembley?*" For all I could tell, he answered honestly, "*Not only do we know who you are Mr. Bailey, but you are a real hero around here!*". As you could guess, my fears were relieved. Chris had seen the new commercials and everything was proceeding as planned, at least so I thought at the time.

After that conversation, I let Ken proceed with the planning. It wasn't that I ever doubted his ability, it was that Buchanan's decision to help us just didn't fit the pattern we had seen from other typical Republican candidates. But then, Pat Buchanan isn't your typical Republican loyalist.

According to what Ken and I knew, plans for the rally were coming together quite nicely. Janet Fallon, Buchanan's scheduler, faxed me a complete itinerary of Pat's plans for our rally day, September 10. In anticipation of a great night and a great crowd, the Bailey for Life for Congress camp began to release details of the upcoming event. The press was as surprised about the event as we were. It was a major story all over the district and in the major contiguous cities.

Though our general philosophy concerning rallies was to spend as little money as possible in both promotion and facilities, we bent the rules a bit and rented the best hall in Cincinnati, *The Hall of Mirrors*, located in the Omni Netherland Plaza. In addition to this expense, we hired our best Christian musician, Marshall Kellam. Marshall will blow your socks off! Such an impressive location demanded impressive singing talent.

Radio promotion began a week in advance, and the press was beginning to make a big deal of the whole event. I, too, thought it was a big deal. To make a good thing even better, **CBS NEWS** called and asked about the rally. Of course, we welcomed them to come.

I was already aware of no less than six major television stations and numerous newspaper journalists who would be in attendance. Everything seemed to be in order. Our entire campaign staff was grateful for this encouraging turn of events. **A true blue national Republican was coming to help us out! "UNBELIEVABLE!"**

On the afternoon of September 9, the day before the rally, I received a call from someone in Buchanan's camp I had never heard from before. His name was Terry Jeffery. Terry was cold, to the point, and rather uppity (and I am being nice). For some reason, he had been out of the loop on our fund raising event and was now moving in.

Terry hated the "Hitler" ad and expressed his concerns over how Mr. Buchanan's support of our campaign might harm Pat's future political career. Knowing that the Buchanan camp had more than ample time to preview our commercials, I wasn't about to budge on my position and determination to run the Hitler spot *without change!* I know he

## To The Right Of Buchanan

didn't like that because within a few minutes after hanging up, Bay Buchanan called me rather upset.

*"Mr. Bailey," Bay said clearly, "we are having real problems with your "Hitler" commercial and understand that you are not willing to eliminate the showing of your ads at the fund raising rally planned for tomorrow." At that moment an idea occurred to me. "Bay," I suggested, "what if we show all the ads except "Hitler" tomorrow?"*

Though I tried to explain that the "Hitler" ad was not anti-Semitic, as she was claiming it was, my persuasive powers were having zero affect on her. She did, however, in this conversation agree to my proposal that we simply not show the "Hitler" ad during the rally. **Though my heart nearly stopped on a couple of occasions during this conversation, an acceptable compromise had been reached...I thought.**

A few hours later, about 7 p.m., Bay called me back and said, *"Mr. Bailey, we have decided not to come to the rally tomorrow. We find the "Hitler" ad just too offensive and will not tolerate any type of anti-Semitic ad to be connected with Pat."* Picking my heart up off the floor, I asked Bay if she had seen the ad. ***She said no!*** Once again, I tried to explain to her the nature of the ad and how it was berating the Nazis for what they had done to the Jews, but this was all to no avail.

*"The only way we are going to come, is if you completely pull the ad and apologize for its content," Bay said. I was shocked to hear this. "You mean you are asking me to sacrifice my conviction and principles for political gain?" I asked. She said, "YES"! "This I cannot and will not do!" I answered.*

You would have thought that by this time my heart would have fully stopped. It didn't. God gave me a special grace and boldness. I didn't know then how it would all play out, but I shared with Bay that the rally would go on as planned. She didn't seem to care. What frustrated me was her unwillingness to let me speak with Pat. He had, as a matter of honor and record, made a commitment to come.

I was bothered by Bay's decision to put out a press release that would tell the media that Pat Buchanan simply had a change of scheduling. What a joke. ***"You mean that you're going to release a statement that doesn't tell the truth?"*** I asked. I told her that the Bailey for Life for Congress campaign would fully disclose the reason for Pat not attending. Bay was not happy, but the truth must prevail, and the show must go on!

A few hours later I received a call from some of Buchanan's supporters in Cincinnati. The Condit family were loyal supporters of Pat Buchanan and had been quite helpful to our campaign as well. Brother and sister, Jim and Jennifer Condit were helping coordinate the joint rally with Buchanan and had good reason to be distressed by the current change of events. These dedicated people were on their way from Cincinnati and would be at our house by midnight.



## To The Right Of Buchanan

I felt the Condit's efforts would be a waste of time, but I applauded their decision to try to find a compromise. After midnight, discussions with Bay ultimately failed. It's hard to fully describe, but in my heart the Lord had given me perfect peace about the change of events.

Overnight, contrary to our clear understanding, the Buchanan camp released a statement announcing Pat's decision not to come. Though they had agreed to it earlier, the Buchanan staffers failed to include a **clear statement** that our rally was still on despite their eleventh hour change of heart. We issued a press release before ten in the morning to clear up all the confusion.

I got very little sleep that night, mainly because I got to bed so late; the next day was to be the marathon of my life. Numerous news organizations in the region and the country were calling. The press was proclaiming my doom. ***"Even Pat Buchanan won't come and help this guy,"*** they announced with hints of enjoyment.

I called CBS to tell them that Pat wasn't coming, but they reassured me that I was the one they wanted to cover anyway. I was surprised that they still were planning to come.

A number of newspaper reporters called to ask how I felt about the whole thing. I responded with humor, ***"To tell you the truth, I woke up this morning and looked in the mirror and said to myself... Oh no, now I am even to the right of Pat Buchanan!"***

Though I couldn't be sure what the day had in store, I did have a clear peace in my heart that I had, by God's grace, done the right thing. Seeing Ken and Becky Callis that night was further encouragement. They, too, had a peace about the change of events. All we could do at that point was wait to see if anyone would show up.

CBS News arrived early and did quite an extensive interview about my conservative Christian beliefs. They didn't ask much about the controversial ads, rather they focused on the overtly Christian flavor of our Congressional campaign. **I came out of that interview pleasantly shocked to see 300 plus supporters!**

Marshall sang his heart out and Ken did a magnificent job hosting the event. My speech (sermon or whatever you might want to call it) was met with enthusiastic response from the crowd. ***"Pat Buchanan did not make the world in six days!"*** I shouted. ***"God did!"*** Before the night was over, the Cincinnati supporters had given an additional \$8,000 to the Bailey for Life for Congress campaign! **Praise God!**

## To The Right Of Buchanan

The following night, CBS News did a great story about the religious right taking over the Republican Party. The *piece* started out by showing footage of our rally and asking the viewers this question, ***"What is the difference between a religious revival...(long pause)...and a Republican rally? Not much these days."***

The story went on to describe our campaign and the strong overtly Christian tone of our message and rally. They actually aired this statement I made during the rally speech, ***"A nation that departs from God...God will depart from that nation!"***

All in all, the event was a huge success. I am not about to second guess the Lord anymore. I am not happy about the rift between myself and the Buchanan staffers. If Pat runs again in '96 I will still probably support him. Hopefully there will be time to mend fences before then. Most Buchanan's supporters in our area are Bailey supporters.

It makes biblical and political sense to forgive, to forget the past, and to heal old wounds. But what I learned from all of this was not to put my trust in either politicians or the political process. The only time **"who you know and who supports you"** counts is when that person is no other than **JESUS CHRIST**.

## chapter twenty-one

### THE NATIONAL SPOTLIGHT

During the year and a half between the time I discovered the *reasonable access law* and when we actually declared our candidacy, I often thought about the impact a Christian pro-life campaign might have. I truly believed in my heart that the shock of putting aborted babies in a political advertisement would turn the local, regional, and national media upside down. **Perhaps such a campaign could permanently change the abortion debate in America. In my wildest dreams, I couldn't have planned or orchestrated what actually happened.**

The joy I feel, even weeks after the election, is not derived from the amount of local, regional, and national press we received. My joy is in knowing that God's grace and favor was moving in the campaign. I praise Him for using us to expose the horror of abortion.

Millions in America and around the world were exposed to the truth. Like spectators waiting to see what God was going to do next, all of us in the campaign were truly humbled by the extent and scope of His supernatural involvement. ***No one man or campaign committee could have planned this.***

Once the primary campaign ignited, life changed forever. In the scope of a short nine months time, the national attention given to this effort far exceeded the local press in Indianapolis, Evansville, Louisville, and Cincinnati. We will probably never know the full extent of the national and international media coverage we received because of our Lord's favor and grace, but the following is what we did know about:

- numerous articles written by Associated Press
- thousands of articles featured in hundreds of newspapers nationwide
- numerous articles written by United Press International
- two or three articles in the Wall Street Journal
- two or three articles written in USA Today
- part of an article in Time Magazine
- two articles in Advertising Age Magazine
- numerous articles written in specialty and trade magazines
- hundreds of radio stations featured as a news item
- hundreds of radio talk shows featured subject for call in programs
- national exposure on Mike Reagan talk radio show
- over one hour given to subject on the Rush Limbaugh radio show
- major exposure given to ads on CNN
- CNBC Special: The Real Story
- two major stories on the CBS evening news

## The National Spotlight

one major story on the ABC evening news  
thirty minute ABC NIGHTLINE feature  
national exposure on NBC Faith Daniel's Show  
national exposure on Jerry Springer Show  
network exposure in Japan, Switzerland, England, Australia, & France  
multiple stories on CBN (Pat Robertson)  
hundreds of stories on Christian radio stations  
national exposure on KIN Christian Television  
national exposure on Randall Terry radio show  
Point Of View radio show  
Family News in Focus  
nationally syndicated article by Cal Thomas

Sitting in our living room is a stack of newspaper and magazine articles rising three and a half feet off the ground. In the same room, there are about twenty-five VHS video tapes featuring no less than twenty hours of news stories and television shows about the campaign. In addition to all of that, we have more than a few hours of taped talk radio programs, but hours more of media coverage occurred.

To include commentary in this book on all of these stories would be literally impossible, unless the book was printed in volumes. For the sake of the reader, we will feature selected highlights of national news exposure. My motivation for writing this chapter is simply to **PRAISE THE LORD for all He has done!**

USA Today, the nation's largest newspaper, featured the Bailey for Life for Congress campaign in at least two major articles. The second article, written September 28, 1992, appeared on page 3A and was entitled "**Abortion opponents' new weapon: Shock ads**". A picture of me was placed in the center of the article, but what was incredible about the photo was the fact that **I was holding a Bible**. Following are a few quotes from the story:

## USA TODAY

*"The pro-life movement has discovered the most lethal weapon it has ever had---access to television," says House candidate Michael Bailey, a Republican abortion foe from Indiana. Bailey, who has run ads showing bloody fetuses, today airs his most graphic ad: pictures of fetus parts--severed arms and legs and a head--in a petri dish. The ads "are not pretty to look at and not fun to make," he says. "But they are the truth."... Bailey's ads gained national attention, and abortion opponents from Georgia to Colorado followed his lead. Now at least 17 congressional candidates...plan to run the ads before election day...Bailey, who won his May primary with 60% of the vote, says his goal is to shock. If people can see dead fetuses, he argues, they will oppose abortion...*

**USA TODAY 9-28-92**

To the average reader, the magazine *Advertising Age* will not mean a whole lot. To anyone in advertising, it is the cutting edge of what's new in the advertising world. The weekly magazine is sent to thousands of leftist, liberal, and pro-abortion advertising executives. For that reason alone, I rejoiced when I saw the article on our ads published on April 27, 1992. Right on page three were two 4-color pictures. One of Baby Choice A and one of Baby Choice B taken from our commercials! Beneath the aborted baby picture they wrote:

## ADVERTISING AGE

*"voice over: When something is so horrifying that we can't stand to look at it-- then why are we tolerating it? Pro-choice is a lie."*

The article, entitled "**Candidate's anti-abortion spots test federal limits: Some question law giving political ads free rein**", starts out with this statement:

*"A born-again Christian in an up-hill fight for a seat in the U.S. House is pushing the limits of federal law by airing 30-second TV spots that show dead fetuses to underscore his anti-abortion stance..."*

I thought the ending of this article was quite interesting. It quoted a participant on President Bush's election team:

*"He's using his candidacy to advance a cause...In that case he's already won, and the ad was effective. He's got news coverage, the networks covering it, press calling him. It's over, and he's won."*

## CAL THOMAS

On September 3, 1992 the *Louisville Courier Journal* and newspapers across America printed an editorial from the *Los Angeles Times Syndicate*. This editorial had special meaning to me because the author was **Cal Thomas**. Cal was the man God had used in my life to plant the seed that pictures should be shown of the horror of abortion.

Fittingly, Cal's editorial was entitled "**ABORTION: THE POWER OF PICTURES.**" The last couple of lines in this editorial say it all:

## The National Spotlight

*"Pictures of natural disasters, wars and cruelty to animals have moved hearts and nations to compassionate response. Pictures of aborted babies are likely to do the same. The entire direction of the abortion debate could be changed with just one 60-second commercial"*

All I can say is "*God bless you, Mr. Thomas!*"

## MICHAEL REAGAN

On October 5, 1992, I had the distinct privilege of being a guest on the Mike Reagan radio talk show. Yes, Mike is the son of my favorite President, Ronald Reagan. For three hours I was able to answer caller questions on this national show reaching into thirty-five states. Mr. Reagan was the perfect host, and I was given ample opportunity to share Godly positions on numerous issues, including abortion. As usual, the phone lines were jammed. As usual, I was humbled to be able to share the gospel with so many thousands.

## RUSH LIMBAUGH

**Hey, ditto heads!** Yes, even Rush Limbaugh has talked about the cutting edge of political campaigning, the Bailey for Life for Congress advertisements. In all, over the entire campaign, Rush has given us over an hour of air time. Many callers supported our effort by calling him on the topic. Thank-youuuu!

As you would expect, Rush came out in support of our effort and was extremely complimentary about what he thought was a candidate's genius. As we all know, it was God's genius and His favor that has allowed us any success. If you are unaware of Rush, **the humble and timid Rush**, he is the **biggest talk radio show host** in the country...in pounds and popularity.

## CNN

Throughout the entire political season, CNN featured numerous stories about our campaign in their television news broadcasts. To their credit, they were one of the few national networks not to blur the aborted babies when showing our ads. As the campaign progressed and over twenty Congressional candidates joined our ranks, CNN stayed on top of the story.

Millions of people saw the ads as a result of their reporting. Though many people they interviewed sought to discredit our methods and our political viability, I believe God used CNN for His purposes. More than one of the candidates who eventually used our ads was alerted to our campaign by viewing us on CNN.

## ABC NEWS

After the campaign went ballistic during the week of April 13, news organizations from all over the country began to flood our office with calls. Early Monday morning, on April 20, both ABC and CBS called. We did the interviews in Indianapolis that very afternoon.

It was exciting to see how God was working. Abortion was, by far, the hot story of that week. Operation Rescue was staging a major protest in Buffalo, New York. The national media was out in force. One rescuer was parading around town with an aborted baby. Believe it or not, I think this man, a Catholic priest, was arrested for disorderly conduct.

In addition to the Buffalo rescue, the Supreme Court was hearing an abortion case that had all the elements of overturning *Roe vs. Wade*, the 1973 decision by the Court that legalized abortion in all fifty states. The media was also covering that story heavily. I saw another national news story about a jr. high girl who was actually kicked out of school for showing pictures of aborted babies to her schoolmates.

Peter Jennings introduced the ABC piece featuring our ads. The story began with the network telling the audience that a candidate in southern Indiana was running commercials so graphic that even the candidate warns viewers first.

## The National Spotlight

As with most local stations, ABC then showed part of the commercial and then blurred the pictures of the aborted babies. Out of the fifteen minute interview we did earlier that day, they featured me for five seconds saying, *"There is simply no way to show aborted babies without people becoming incensed and outraged."*

ABC went on to explain why the stations have to run the ads. I was pleased with the short interview they did with a legal expert, Andrew Schwartzman of the Media Access Project. Mr. Schwartzman said, *"Though the ads may be offensive, that is a small price to pay to preserve the democratic process."*

Of course they interviewed Planned Parenthood who questioned the accuracy of the ads. Chris Burrey, the ABC correspondent who put the piece together, ended the story with this statement, *"... truth in advertising is not for the government or TV stations to determine. That is a matter for opposing candidates to debate and for voters to decide."*

## CBS NEWS

Dan Rather introduced the CBS News story with this lead:

*"On both sides of the abortion issue, activists are trying out new tactics. In Indiana, one anti-abortion campaign is becoming a living room battle fought on television. As correspondent Wyatt Andrews reports, the war scenes are graphic and gruesome."*

CBS then featured some footage from our recent outdoor rally in Corydon, Indiana. I was saying, *"As a former fetus, I am glad to enjoy this sunshine!"* The network then proceeded to show in the background our entire Choice A Choice B commercial. In this particular viewing, the aborted babies were **not just blurred, they were blocked out completely.**

Wyatt Andrews began his segment with the following:

*"Michael Bailey, an anti-abortion candidate for Congress in Indiana, today began airing what could be the most tasteless ad ever to be shown on television. What's more, because he is a candidate protected against censorship----no one can stop him."*

Mr. Andrews then went on to describe our aborted babies as *"full term human fetuses"* (an obvious misleading of the truth). I am grateful they included my saying, *"If*



*something is so horrifying that we can't stand to look at it, then why are we tolerating it?"*

The next part of the story focused on my alleged manipulation of the system. One television general manager said clearly that "***no one ever anticipated someone abusing the system***". CBS, in liberal fashion, ended the story by telling the audience that now we have devised a way to show extremes to the people while they are eating dinner.

Though the story was "extremely" unfavorable and obviously biased, I believed God still used it to proclaim the truth. Many millions that very night were confronted with the reality, the bloodshed, involved in abortion.

## ABC NIGHTLINE

The summer months did not slow down the pace of the campaign one bit. Every week new candidates were deciding to run our pro-life ads, **thereby raising the interest that the national media had in what seemed to be a new movement in American politics**. For this reason, I was not totally surprised to hear from ABC NIGHTLINE in early August.

On August 20, a camera crew and reporter from the show came to the house/campaign headquarters to do an interview. **I prayed deeply that God would use this interview to save lives and encourage Christians around the country to stand up and be counted.**

Jackie Judd was the reporter from NIGHTLINE who did the interview. We have a big deck overlooking some woods behind our house, so we decided to conduct the interview there. It was a pretty good location, but the locusts were making so much racket that we had to stop a couple of times and check the audio. Jackie is a real professional and was more than pleasant during this in-depth interview. As always, you talk for twenty minutes, and they use less than thirty seconds in the completed piece.

I was grateful that the NIGHTLINE crew could attend a rally we had that night in Louisville, Kentucky. Over 200 supporters attended and it turned out to be a tremendous event both financially and spiritually. We often wondered what was going through the minds of some of these national press people when they attended our rally/revival meetings.

The NIGHTLINE show aired on August 31. I did the debate portion of the show from the WHAS TV 11 studio in Louisville, Kentucky. Taping of the show occurred about three hours before the show actually aired.

## The National Spotlight

They make the show look so professional on television, but I was actually sitting with Lori in an empty studio looking at a blank camera. You have to pump your emotions up and then listen with incredible intensity to the other guests to come off well on such shows. Lori and I prayed that God would be glorified through this opportunity.

Cokie Roberts was the host that night. I was disappointed that Ted Koppel was on another assignment. I have always liked Ted Koppel better than most other secular reporters. Amazingly, Cokie did a very fair job coordinating this very volatile three-way discussion on abortion.

It was two against one in the debate. You could guess that I was the only pro-lifer. The one lady, Janet Benshoof, was some kind of pro-abortion legal expert. The other guest, an incredibly arrogant former cable television operator named Mark Van Loucks, **was a real piece of work**, if you know what I mean.

The program started with Cokie's warning to the audience that the show would contain very graphic pictures of aborted fetuses. I found it interesting that, in her explanation of why television news organizations must sometimes air graphic footage of disasters, **she gave this reason:**

**"There is no way to tell the story without showing the pictures."**

Obviously, that has been my point from the beginning as to why we must air our graphic pro-life ads. She and other media people just don't seem to get the connection.

Credit is due the producers of NIGHTLINE. They aired two commercials during the evening and neither one was blurred or edited. What grace from God to have these convicting spots on national television *free of charge!*

The story started with me saying, *"If there is something so horrifying that we can't stand to look at it, then why are we tolerating it?"* Jackie Judd began her report by providing the basic facts. During her segment she aired part of our earlier interview shot on the deck behind our house. I was saying, ***"These ads are forcing the people of the ninth district and people across this nation to walk through the death camps...it is sick...it ought to horrify people."***

The pre-packaged segment of the show covered the many candidates now running the ads (about 13 at that point), the opposing arguments from television stations, and an update on the current FCC appeal that was taking place at that time. 300 stations were attempting to have the ads moved to the graveyard shift, after 11 p.m. and before 7 a.m..

The attorney for these stations asked the most ridiculous question:

**"What legitimate purpose is being served in a candidate's campaign by showing graphic pictures of dead fetuses?"**

**These people just don't get it, do they? We have legalized murder in America. We are trying to protect and save innocent human life. Isn't that a worthy political aim in and of itself?**

Legal experts were interviewed who were also against our right to air the ads. One accused me and all my colleagues of corrupting the system for our own benefit. Though not overly favorable, the piece by Jackie Judd brought out the issues and arguments fairly well.

Prior to the commercial break, they showed a map of the United States indicating states where the ads had or would be running in the coming election. To me, watching the show on tape later that night, that map was particularly moving.

The "live" segment of the show went quickly. I could sense the presence and favor of God even as I stared into the empty camera. In my heart, I knew that perhaps millions would be watching. By God's grace, babies could be saved this night, and thousands of minds could be changed. Neither of the pro-aborts presented compelling arguments why I shouldn't have the right to show the truth on television.

Though Janet Benshoof kept trying to discredit the film footage I was using, she actually helped convince people that I was showing aborted babies who were fully formed. She tried many times to say I was taking one inch babies then magnifying them to fill an entire television screen...interesting argument, Janet. The cable owner was so arrogant that I think, in general, he simply turned most of the audience against himself. In any case, God in His grace, gave us the last and final word. The night was a success!

## **INTERNATIONAL**

As a result of the NIGHTLINE exposure, hundreds of other opportunities to get the truth out presented themselves, not only on abortion, but on other Judeo-Christian values as well. Over the course of many months, we shipped broadcast quality tapes of our spots to Japan, Switzerland, England, Australia, Yugoslavia, France, and to other cities all across America. Many of the networks and stations were airing our Founding Father/Bible ad, and some even aired the song about Lee Hamilton. **Often I felt like a spectator, just waiting with excitement for whatever God was going to do next.**

## FAITH DANIELS

In addition to NIGHTLINE, we did two other national shows during the course of the campaign. The Faith Daniel's Show, **which was just like being the biblical Daniel in the lion's den**, aired October 12. This particular show featured a woman who was suing me on behalf of her children. I'll go into more detail in the next chapter, *"Sue me...Sue me...Sue me"*.

## JERRY SPRINGER

The other show, The Jerry Springer Show, was shot and aired back before the primary. This show also tried to focus on the charge that I was terrorizing children. The blindness of these people amazed me. **Don't they see that we are terrorizing the children I am showing in our commercials?**

Though the audience was stacked heavily against me, I relished the national opportunity to get the message out. In every case, God gave me grace and wisdom to get through the trial. (I will highlight the Jerry Springer Show in the next chapter)

## NATIONAL CHRISTIAN MEDIA

Though I could never mention them all, I am grateful for the Christian media and their positive impact on our campaign. CBN showed our ads on numerous occasions and asked people to pray. Anyone watching our campaign was well aware that the Saints were being moved to prayer and fasting. We especially appreciate the help of CBN while the FCC was reviewing their position on the airing of the ads. We won two appeals during the summer months.

In July, I had the opportunity to visit the KIN studios in Pennsylvania. Jerry Jacobs, the host of their weekly national show, was first class!! I don't know how many thousands actually watch their program, but numerous people contacted our office with letters and contributions following that program.

## The National Spotlight

The influence of Christian radio was deeply appreciated by both candidate and campaign staff. Two Christian shows that kept us in the national news were *Point of View*, featuring host *Marlin Maddoux*, and *Family News in Focus*. As a result of these programs, numerous contributors and prayer warriors joined our swelling ranks.

Who knows how many other articles, radio programs, television shows, and other public forums were impacted by a once obscure Congressional race in southern Indiana. God only knows the impact that this race had and will continue to have. **To God alone we give the glory!**

## chapter twenty-two

### SUE ME...SUE ME...SUE ME

Upon accepting this missionary journey into politics, I knew there was one thing we could count on from the opposition. That was a lawsuit. **Though the *Reasonable Access Law* firmly protected my legal right to air powerful pro-life advertisements, no law could protect us from having lawsuits filed against us.** I felt as though one of the sixteen major television network affiliates on which we were buying air time would sue us. This simply didn't happen.

What did happen, however, were lawsuits filed by individual citizens against me and against the Bailey for Life for Congress campaign. Similar suits were filed against many of the twenty candidates who copied our ads. **The obvious intent of each of the suits was to ban our pro-life messages from the airwaves, but, in their attempts to hurt our campaigns, they were used by God to give us increased local, regional, and national attention.**

*And as for you, you meant evil against me, but God meant it for good in order to bring about this present result, to preserve many people alive...*

*Genesis 50:20*

The first suit filed against me and our campaign was filed by a Louisville, Kentucky woman who was claiming that, of all things, I was violating her constitutional rights. She filed the week of April 20, 1992, the first week our ads aired in the primary.

Though the suit was originally hand-written and presented to a federal court in Kentucky, I was amazed at the amount of regional and national media attention her particular lawsuit garnered for our campaign and for our cause. The suit really never had any valid basis in law, or even in common sense.

In addition to me being named a defendant in the case, the woman, Nickie Green, was suing the FCC, all the stations running the ads, and the media at large (as she put it). Though I never actually saw a copy of the lawsuit, I heard about all the latest developments on the nightly news.

At first, the suit was dismissed on a technicality. The plaintiff was then able to obtain some free legal counsel and filed the case again. At some point the new counsel quit, probably because there was no reasonable basis in law for the suit. Attorneys don't like to lose cases, especially when they are not getting paid.

In any case, the suit was once again dismissed on the last day of the primary campaign on another technicality. We never gave the suit serious attention. It was frivolous at best. **Why couldn't this woman simply turn off her TV set if she was offended?** That is what good, moral, Christian people have to do every single day to keep offensive regular programs and commercials from invading their homes.

**As the result of this one frivolous lawsuit, millions of dollars in free publicity were generated for the campaign on behalf of the unborn.** Details of the suit's progression were carried in *Associated Press* reports all over the country.

After a good solid week in the limelight because of the introduction of our ads, the campaign continued to receive publicity as a result of this perfectly timed lawsuit. Perhaps most people would worry about being sued, but to me it was a blessing in disguise because of the publicity it generated. The Bible verse from *Genesis* kept coming to my mind... "*they meant it for evil, but God meant it for good.*" **Before the campaign was over, God would use this and other suits to help us get the message of truth out to millions of Americans.**

Towards the end of the week of April 20, we received a call from the nationally televised *Jerry Springer Show*. They wanted me to come on and do a show with Nickie Green and numerous other opposition guests, along with Joe Scheidler, from the Pro-life Action League in Chicago. Joe agreed, and so did I.

As it worked out, Joe came to spend the night at our home before the taping. I had never met this patriarch of the pro-life movement. It was a real privilege for us to have him in our home. Spending some quality time with Mr. Scheidler encouraged me to press on. **It was becoming apparent that our work was a great inspiration to long-time workers in the LIFE movement.**

Seeing what I saw while walking into the studio should have tipped me off as to what was coming. The show being *aired* that particular day featured big-breasted women. The preview chart in the dressing room listed topics for shows so perverse they are not fit to be printed in this book. (*Conservative Censorship*) But for the cause of the unborn and for Christ, I felt obligated to speak up for those who could not speak for themselves. I did not back out. When the day was over, I knew I had made the right decision.

After prayer together, Lori and I went to our pre-arranged seats. They allowed her to sit in the audience, and her constant smile, winks, and prayerful attitude gave me courage all through the developing spiritual battle. I could sense God's presence even in that very unholy place.

The show opened with the introduction of myself and Dr. John Miller, a child development specialist. This guy had the wackiest beliefs I had ever heard in my thirty-

five years on this earth. For example, **he tried to tell me and the television audience that a four-year-old *thinks a bouncing ball is alive***. When the ball stops **that same four-year-old *thinks the ball is dead***. Because of the four-year-olds lack of true perspective, he reasoned, small children would be terrorized by my ads.

**People like Dr. Miller are perfect examples, in my opinion, of the stupidity of rejecting God's absolutes in the Bible and accepting the ridiculous psychological positions of the *so-called* intellectuals of the day.**

As the show continued, you could easily see how Dr. Miller, Jerry Springer, and the other pro-abortion guests tried to turn the attention **away from what I was showing**, aborted babies, and onto the issue of terrorizing children. **I, in turn, kept the focus on the children that had been fatally terrorized in the ads**. You could tell **that our effort to focus attention onto the children in the ads was unsettling to our opposition**.

Jerry Springer, the show host, repeatedly tried to liken a man putting on a condom with my showing the reality of abortion. What a perverted comparison. He, like so many millions of others in our society, has no regard for things holy or for the value of the sanctity of human life.

The guests continued to pile on. Nickie Green, Rabun Matthews (WLKY TV32 general manager), and then Eileen Scheff, a member of the National Women's Rights Organization Coalition. Eileen tried to convince us all that a fetus is not a baby.

Having Joe Scheidler on was a breath of fresh air. It would be a gross understatement to say that the discussion wasn't heated on more than a few occasions. An example of some of the dialogue went as follows:

***Bailey: "Abortion is murder!"***

***Green: "As far as I know, Roe vs. Wade is still in place...the law does not say that this is murder."***

***Bailey: "What is legal is not necessarily moral, madam."***

***Springer: "Who decides what is moral?"***

***Bailey: "The pages of the Bible" (very long pause)***

***Springer: "What if you are Moslem? Are all Moslems immoral?"***

***Bailey: "This is a Christian country."***



The discussion continued on with hot debate. Though I was able to quote George Washington and Patrick Henry, I don't think my *Christian country concept* was getting very far. What did happen, though, was an opportunity to witness the truth of Jesus Christ and the truth about abortion to thousands of day-time television viewers.

**This opportunity came because someone intended to do our campaign harm by suing us. Though evil was intended, the result was that millions heard our message! For that reason alone, I thank Nickie Green.**

Before you think that I am reveling in something, I am not. Rabun Matthews, Nickie Green, Jerry Springer, Dr. Miller, and Eileen Scheff are **all human beings for whom Jesus Christ died**. It is my hope and prayer that, over time, they will come to understand the truth. Not Michael Bailey's truth, but God's truth.

Through the following months, candidate after candidate joined our growing ranks around the country. With each new Christian pro-life campaign came another round of controversy and media coverage. We had enough activity of our own to generate media coverage, but the additional attention was always gladly welcomed.

Because of a candidate in Georgia, Dan Becker, and because of the growing movement to expose the horror of abortion on television, **over three hundred television stations appealed to the Federal Communications Commission (FCC) in July**. They weren't suing pro-life candidates. They simply were appealing to the FCC to force our ads either off the air completely or to safe harbor hours on the media graveyard shift. **Again, in their attempts to hurt us, this appeal gained national attention for our effort and for our cause.**

A Washington law firm by the name of *Kaye Scholer Fierman Hays & Handler* raised arguments which fully exposed the double standard of television media. An article in **BROADCASTING** revealed the lengths to which television stations, represented by this law firm, would go to have the ads removed. The article, published September 7, 1992, read as follows:

### ***Abortion Political Ad Question Back At FCC***

*As expected, the Washington law firm of Kaye Scholer Fierman Hays & Handler went back to the FCC last week seeking discretion for broadcasters to reject controversial ads depicting aborted fetuses that anti-abortion candidates around the country are demanding to air.*